WHAT IS CLAIMED IS:

1. A colon cancer transcriptional regulatory element (TRE) sequence, wherein said TRE is specific for metastatic colon cancer cells.

2. The TRE sequence according to Claim 1, wherein said sequence is a human TRE sequence.

3. The TRE sequence according to Claim 2, wherein said sequence is derived from a PRL-3 gene.

4. The TRE sequence according to Claim 3, wherein said TRE is derived from the 0.6kb sequence upstream of the translational start codon for the PRL-3 gene, presented herein as SEQ ID NO:1.

5. The TRE according to Claim 3, wherein said TRE is derived from the 1 kb sequence upstream of the translational start codon for the PRL-3 gene, presented herein as SEQ ID NO:2.

6. The TRE sequence according to Claim 3, wherein said TRE sequence has the sequence set forth in SEQ ID NO:1 or SEQ ID NO:2, or a functional fragment thereof.

7. A replication-competent adenovirus vector comprising an adenovirus gene essential for replication under transcriptional control of a metastatic colon cancer cell specific TRE.

8. The adenovirus vector according to Claim 5, wherein said metastatic colon cancer specific TRE comprises a sequence derived from the sequence 5' to the translational start codon for the PRL-3 gene.

9. The adenovirus vector according to Claim 8, wherein said colon cancer specific TRE is derived from the 0.6kb sequence upstream of the translational start codon for the PRL-3 gene, presented herein as SEQ ID NO:1.

10. The adenovirus vector according to Claim 8, wherein said TRE is derived from

the 1 kb sequence upstream of the translational start codon for the PRL-3 gene, presented herein as SEQ ID NO:2.

11. The adenovirus vector according to claim 7, wherein said metastatic colon cancer cell specific TRE comprises a human promoter or enhancer.

12. The adenovirus vector according to claim 7, wherein said metastatic colon cancer cell specific TRE further comprises a second human transcriptional regulatory factor response element.

13. The adenovirus vector according to claim 7, wherein said metastatic colon cancer cell specific TRE comprises a promoter and enhancer.

14. The adenovirus vector according to claim 7, wherein said colon cancer specific TRE comprises two or more enhancers.

15. The adenovirus vector according to claim 7, wherein the adenoviral vector comprises first and second adenoviral genes co-transcribed under transcriptional control of said metastatic colon cancer specific TRE.

16. The adenovirus vector according to claim 15, wherein the second gene is under translational control of an IRES.

17. The adenovirus vector of Claim 7, wherein said adenoviral gene essential for replication is E1A or E1B.

18. The adenovirus vector of Claim 17, wherein E1A or E1B has a mutation in or deletion of its endogenous promoter.

19. The adenovirus vector of Claim 16, wherein E1B has a deletion of the 19-kDa region.

20. A composition comprising:

a replication-competent adenovirus vector according to Claim 6 and a pharmaceutically acceptable excipient.

21. A host cell comprising the adenovirus vector of claim 7.